

## IN THE CLAIMS

Please amend the following claims which are pending in the present application:

1. (Currently Amended) A method for providing information to a user accessing a World Wide Web site, comprising:

[[ (i) ]] serving an advertisement associated with a first World Wide Web site, wherein said advertisement has a plurality of associated selectable options that are displayed when said advertisement is displayed, further wherein each of said plurality of selectable options has an associated information delivery process, wherein the associated information delivery process differs for each of said plurality of selectable options;

receiving user information associated with a selectable option;

[[ (ii) ]] receiving an indication of a user-selection of one of said plurality of selectable options associated with said advertisement;

~~(iii) determining whether a user has signed; and~~

~~(iv) displaying a sign-in page if the user has not signed in or providing~~ information associated with said advertisement via said information delivery process associated with the selected one of said plurality of selectable options to a location based on the user information if the user has signed in.

2. (Currently Amended) The method of claim 1, further comprising:

determining whether a user at the user computer system has signed in; and

displaying a sign-in page if the user has not signed in before providing the information associated with the said advertisement.

receiving input from the user identifying where the information is to be sent the input depending on the selection made in (ii) following display of the sign-in page.

3. (Original) The method of claim 1, further comprising:

receiving an indication of personal information used during said providing information associated with said advertisement via said information delivery process.

4. (Previously Presented) The method of claim 1, where said providing information associated with said advertisement via said information delivery process includes at least one of the following:

redirecting a browser to a second World Wide Web site containing said information;

providing a hyperlink to a second World Wide Web site, wherein said second World Wide Web site contains said information;

emailing said information;

serving said information as part of a new advertisement associated with said first World Wide Web site;

serving said information as part of said World Wide Web site;

facsimileing said information; and

mailing said information to a postal address.

5. (Original) The method of claim 1, wherein said indication of a selection of said selectable option associated with said advertisement is received from a user accessing said first World Wide Web site and further comprising:

determining personal information associated with said user.

6. (Original) The method of claim 5, further comprising:  
providing at least a portion of said personal information associated with said user to a  
third party.
7. (Previously Presented) The method of claim 5, wherein providing information  
associated with said advertisement via said information delivery process is based at least  
in part on said personal information.
8. (Original) The method of claim 5, wherein said personal information includes at  
least one of the following:
  - an email address;
  - a postal address;
  - an age;
  - a telephone number;
  - a facsimile number;
  - a user preference;
  - a credit card number; and
  - a user identifier.
9. (Original) The method of claim 5, wherein said determining personal information  
associated with said user includes:
  - receiving an indication of said personal information associated with said user.

10. (Original) The method of claim 1, further comprising:  
providing an indication of said selection of said selectable option to a third party.
11. (Previously Presented) The method of claim 1, further comprising providing a  
notice that additional information will be provided by a third party.
12. (Original) The method of claim 1, wherein said information associated with said  
advertisement includes a request for consent to receive additional information.
13. (Original) The method of claim 11, further comprising:  
receiving an indication of a consent to receive said additional information.
14. (Original) The method of claim 11, further comprising:  
providing said additional information.
15. (Previously Presented) The method of claim 1, further comprising:  
providing a notice that additional information will be provided by a third party.
16. (Original) The method of claim 11, wherein said information associated with said  
advertisement includes a request for consent to receive additional information and a  
notice that said additional information will be provided by a third party.

17. (Currently Amended) A method for providing information to a user accessing a World Wide Web site, comprising:

[[ (i) ]] serving a displayable item associated with a World Wide Web site, wherein said displayable item has at least two associated selectable options and each of said two selectable options has a different associated information delivery process;

receiving user information associated with a selectable option;

[[ (ii) ]] receiving an indication of a user-selected one of said at least two selectable options;

[[ (iii) ]] determining whether a user has signed in; and

~~(iv) displaying a sign-in page if the user has not signed in or providing~~  
information associated with said advertisement via said information delivery process associated with the selected one of said plurality of selectable options to a location based on the user information if the user has signed in.

18. (Cancelled)

19. (Previously Presented) The method of claim 17, further comprising:

receiving input from the user identifying where the information is to be sent the input depending on the selection made in (ii) following display of the sign-in page.

20. (Original) The method of claim 17, wherein said displayable item includes at least one of the following:

an image;

a hyperlink associated with at least one of said two selectable options;

a banner;

a button; and

a badge.

21-27. (Cancelled)